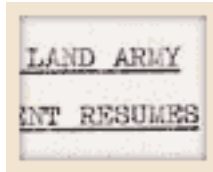
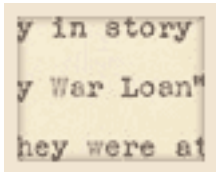


SOURCE 9

Extract from 'British Propaganda During the Great War 1914-18', a government document published after the war
(PRO ref: INF 4/2)



SOURCE 9A

SOURCE 9B

HOW TO USE THIS SOURCE TO HELP YOU ANSWER THE BIG QUESTION :

Look carefully at this source and consider what it tells you about the aims, methods or effectiveness of government propaganda. You should consider:

ASK YOURSELF:

- What evidence is there that the government took film propaganda seriously?
- What were tag films and what were their aims?
- What evidence is in this source that film propaganda was effective?
- What techniques were used to promote British propaganda?

SOURCE 9A

Every type of film was constantly used by the Ministry, except the long story-film. The Ministry had, however, already made some short story-film productions, and was in touch with about fifty leading British authors, with a view to further exploiting the story-film, when its cinema work was brought to a joyous conclusion by the end of the war.

Besides using the ordinary types of film, the Ministry invented an entirely new species - the "film-tag". A "film-tag" is a short film, taking about two minutes to show, and embodying, usually in story form, some useful moral such as "Save Coal" or Buy War Loan". These short films were called "tags", because they were attached to the "topical" films, i.e., the cinematographic resumes of the latest news. The ministry

SOURCE 9B

After a short time, the Government Departments concerned were asked whether they thought these "tags" were having a good result. The replies were so favourable as to put it beyond question that the work should be continued. Each "tag" was seen by about ten million individuals.

Regular supplies of films were sent to practically every country in the world. The following programme of films, which was being shown in Tokyo in June, may be quoted as typical of the work done:-

1. REPAIRING WAR'S RAVAGES

(Showing the work done in Great Britain to train and equip disabled soldiers and sailors for civilian occupations.)

2. SOUTH AFRICAN NATIVE LABOUR CORPS

3. CHINESE LABOUR CONTINGENT

(The two films 2 and 3 illustrated how well cared for were these labour contingents which had come to release more white men for the front.)

4. WOMEN'S LAND ARMY

5. PARLIAMENT RESUMES

6. H.M.S. GLASGOW AT BUENOS AIRES

7. WITH THE PORTUGUESE IN FRANCE

8. LONDON - FACT AND FICTION

(Showing extracts from German newspapers saying that certain buildings in London had been destroyed in air-raids, followed by pictures of these buildings taken immediately after the dates of the alleged destruction and showing them intact.)